

BASF Pozzolith to improve operational efficiencies

- **Review organizational setup in Japan**
- **Maintain leading position in the Admixture Systems business**
- **Focus further on the Construction Systems market**

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Tokyo, Japan – October 9, 2009 – BASF Pozzolith Ltd. plans to optimize its organizational setup to achieve further operational efficiencies, while maintaining a leading position in the Japanese construction chemical market.

“Moving forward, we will continue to drive the concrete admixture market as the technology leader. Meanwhile, in the construction systems business, which is expected to grow, we will further develop innovative technologies to serve customers’ needs. This will be achieved by making effective use of BASF’s outstanding chemical expertise and management resources, thus increasing our market share and further pushing sustainable development,” said Mark Volmer, President of BASF Pozzolith Ltd.

In order to stay efficient in a contracting construction market, BASF Pozzolith is reviewing its organizational setup and will reallocate its staff accordingly to optimize the management resources. The initiative is expected to affect 70 employees, who will be supported with comprehensive employee programs, such as transfers within the BASF Group in Japan, new placement support, and early retirement options.

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“BASF Pozzolith plays a strategically important role in the BASF Group, especially with its outstanding research and development capabilities in concrete admixtures,” continued Volmer.

This organizational optimization is a second step in addressing the economic conditions and increased competition in the Japanese construction chemicals market. BASF Pozzolith has already taken various measures, including adjustments to the production setup, inventory reductions, and variable cost reductions.

About BASF Pozzolith

BASF Pozzolith is a leading supplier of construction chemicals in Japan. It was formed by merging BASF Japan's three affiliated companies for construction chemicals. The affiliated companies were NMB, established in 1960 and the leading company in development and manufacturing of admixture materials and building material products for concrete, Pozzolith Bussan, the top supplier in Japan of chemical admixtures for concrete, and BASF Construction Systems, which sells various building material system products. In total, BASF Pozzolith supplies a full range of construction chemicals from concrete admixture products such as superplasticizer and air-entraining water reducing agent to a variety of building construction materials such as high-performance non-shrinkage grouts, repair and protection products for concrete, waterproofing products as well as performance flooring. BASF Pozzolith has 18 production sites and 16 sales offices nationwide. Further information on BASF Pozzolith is available on the Internet at www.pozzolith.basf.co.jp.

About BASF

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics and performance products to agricultural products, fine chemicals as well as oil and gas. As a reliable partner BASF helps its customers in virtually all industries to be more successful. With its high-value products and intelligent solutions, BASF plays an important role in finding answers to global challenges such as climate protection, energy efficiency, nutrition and mobility. BASF has approximately 97,000 employees and posted sales of more than €62 billion in 2008. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information on BASF is available on the Internet at www.basf.com or BASF Japan at www.japan.basf.com.